RTA-Sponsored TDM Projects funded through CMAQ

DuPage County Transit Marketing (TIP ID 08-05-0002) - \$600k

- DuPage County transferred grant to RTA in 2012
- RTA leading group composed of DuPage County, DuPage Mayors and Managers, Pace and Metra to oversee the study
- Marketing and information campaign for increasing ridership on transit
- Consultant procured in January 2014
- 60% of budget for media buys, 40% for information gathering/dissemination, producing collateral and project management
- Project kicked off on February 7, 2014 and will last 2 year
- Coordinated Steering Committee composed of DuPage elected officials, municipal staff, transit
 agencies and interested parties will provide input to the project
- Performance metrics to be determined and measured

<u>Transit Use Campaign (TIP ID 13-06-0003) - \$1.25M</u>

- Originally to promote transit as a travel alternative during the Dan Ryan Reconstruction
- Development and operation of www.drivelesslivemore.com
- \$1M+ in festival sponsorship, radio ads, digital ads and outdoor ads
- In 2012, focus changed to promotion of RTA Trip Planner
- \$131k in radio and online advertising in Q1/Q2 2013

Clean Air Commuter Challenge (TIP ID 13-10-0011) - \$408k

- Create and administer a Challenge project to encourage shifting of commute trips away from singleoccupancy vehicle towards sustainable transportation modes
- Active Transportation Alliance administered the Challenge and conducted outreach
- RideShark trip tracking platform utilized to capture trips and award prizes
- Monthly prizes awarded, plus up to 6 challenges throughout the year
- Operated from November 2012 December 2013
- Utilized www.drivelesslivemore.com
- More than 6,000 commuters registered
- 200,000 trips tracked
- Approximately 20% of registrants identified as SOV commuters
- Hard to gain traction as a stand-alone program. May fit better as part of coordinated TDM program

Chicagoland Commute Options (TIP ID 13-12-0004) - \$1.235M

- Establishment of a Regional TDM program
- Creation of TDM brand
- Define reliable monitoring, reporting and evaluation methods for TDM impact
- RTA funded Year 2 of MPC pilot (\$75k)
- \$1.16M remaining on grant